



SPONSORSHIP PACKAGE

2025 Tournament Hosted by

École de technologie supérieure (ÉTS)



Nov. 12-16, 2025

Montréal, QC



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LETTER FROM THE CHAIR

Dear Potential Partner,

We are excited to invite you to be part of the eighth annual Canadian University Men's Rugby Championship (CUMRC), taking place from November 12 to 16, 2025. This event is more than just a tournament — it's a dynamic celebration of growth, passion, and excellence in University Men's Rugby across Canada.

Since its launch in 2017, the CUMRC has become a premier platform to showcase the dedication and talent of university rugby teams nationwide. This year, we are proud to have defending Champion, École de technologie supérieure (ÉTS), as our host, marking an exciting chapter in the championship's evolution.

The CUMRC has experienced remarkable growth, with increasing numbers of teams, schools, and student-athletes vying for qualification. This mirrors the expanding popularity of rugby, both in Canada and globally. As rugby continues to gain momentum, we are seeking like-minded partners to join us on this exciting journey.

Your organization has a unique opportunity to lead alongside us as we continue to grow and elevate University Men's Rugby. We offer a variety of sponsorship opportunities, from general to event and award-specific options, all designed to align with your company's goals.

By partnering with us, you'll help us create a lasting legacy that will expand rugby's reach in the Montreal region and highlight how University Men's Rugby serves as a vital pathway to the National Men's Team.

We would love to discuss this opportunity further, whether in person or virtually. Let's work together to make the 2025 CUMRC an unforgettable celebration of rugby in Canada.

Thank you for considering this invitation. We look forward to the possibility of collaborating with you.

Yours in rugby,

A handwritten signature in black ink, appearing to read "M. Samson".

Maria Samson

Chair, Canadian University Men's Rugby Championship



SPONSORSHIP AT A GLANCE

Title Sponsor	\$15,000
Presenting Sponsor	\$7,500
Major Sponsors	\$2,000 to \$10,000
Banquet Sponsor	\$3,000
Player of the Game Sponsor	\$2,000
Individual Game Sponsors	\$500 to \$1,500
All Star Team Sponsors	\$500 to \$1,000
Individual Award Sponsors	\$150 to \$250

	Title	Presenting	Major	Banquet	Player of the Game	Individual Game	All Star	Individual Award	
HOSPITALITY AND TICKETING									
Accreditation passes	8	4	✓	2	2	2	2		
VIP lounge for game-time snacks & drinks	✓	✓	✓	✓	✓	✓			
MARKETING AND MEDIA									
Partner logo featured on the tournament website	✓	✓	✓	✓	✓	✓	✓	✓	
Partner name mentioned during live stream and webcast, listed as a sponsor.	✓	✓	✓	✓	✓	✓	✓	✓	
Partner logo included in event marketing materials	✓	✓	Sponsor benefit fully tailored to level of support						
Press Release featured on tournament website	✓	✓							
Social media posts uniquely promoting the partnership	2	2		1					
MATCH DAY									
Partner Logo on A-frame pitch side & included in stadium promotional materials	✓	✓							
10’ x 10’ Activation space	✓								
PA announcements per game day	3	3							
Presented by feature during game announcement							✓		
Invitation to deliver game ball at kick-off							✓		
AWARDS									
Partner logo integrated into banquet identity				✓					
Invitation to present awards in person				✓	✓				
‘Presented by’ feature during award presentation					✓			✓	✓
Partner logo included in award social media post	✓	✓		✓	✓			✓	✓
STREAMING									
Webcast announcements per game day	6	3							
Commercial broadcast spot (streaming partner dependent)	✓								
Sponsor featured for all full tournament name mentions	✓	✓							
‘Presented by’ feature for all relevant awards or Award Banquet mentions				✓	✓			✓	✓

RUGBY IN THE WORLD



Played by 8.46 million people across 132 nations: 1.6 million players in North America

More than 300 million fans worldwide, averaging 36 years of age

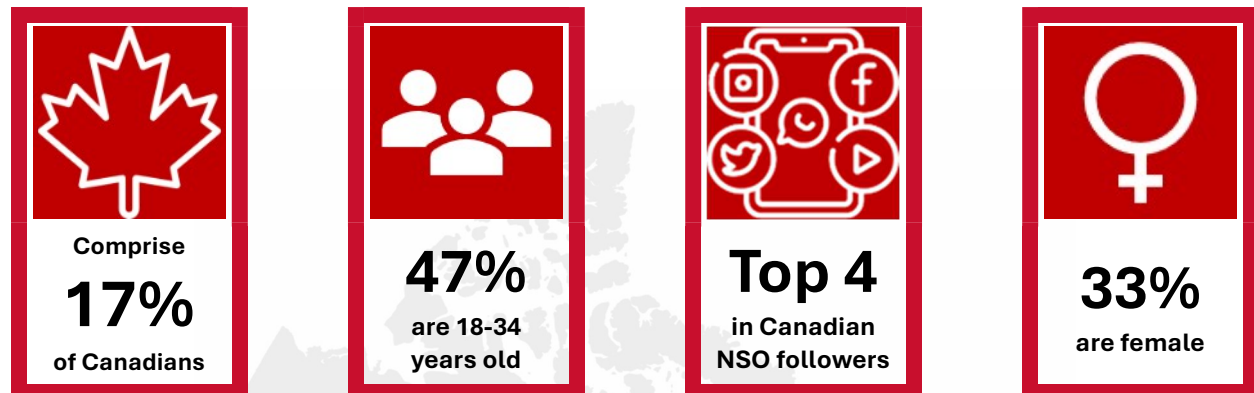
Marquee events every year along with HSBC SVNS & HSBC Sevens Challenger Series

Bi-Annual Rugby World Cups: Men's & Women's XVs – Hosted by USA in 2031/2033

Quadrennial Rugby Seven World Cup – Joint Men's & Women's Sevens Event

Summer Olympics Games with Men's & Women's Sevens Competitions

RUGBY FANS IN CANADA



86% of rugby fans are highly attractive to sponsors, based on their behavioural response to sponsorship – almost **2x** the average of other sports



Rugby fans are **97%** more willing to try new products and **22%** more brand loyal than the general population



Rugby fans are **76%** more likely to purchase a partner company's product or service in comparison to the general population and other sports fans

Source: Rugby Canada

BENEFITS OF GETTING INTO THE GAME



Provides access to a national market of **700,000+** students enrolled at **33** CUMRC-eligible universities.

Age: **17-25 for undergraduate and graduate student athletes**; 4-65+ for rugby alumni and supporters, fans and families.



Association with a global sport that conveys **respect, solidarity and inclusivity**.

Rugby population that has a **strong sense of community both local and global**. Traits: special, confident, team-oriented, conventional, and achieving.



MEN'S UNIVERSITY RUGBY PROGRAMS



40 Universities competing across Canada in various competitions

33 Universities playing in competitions with berths to the **National Championship**



Over 1,000 players vying to qualify for the CUMRC, with **over 1,500 additional athletes** playing in regional competitions (developmental or exhibition teams)

Pathway to numerous international events and professional careers



INTERNATIONAL
UNIVERSITY
SPORTS
FEDERATION

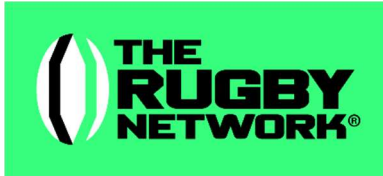


CUMRC vying Universities distribution across the country:

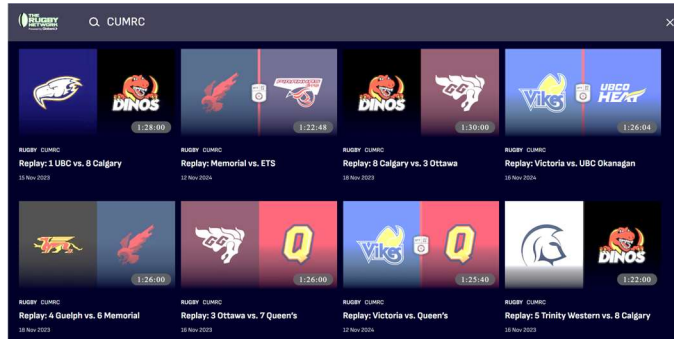


CUMRC'S ONLINE PRESENCE

Live and On-Demand Webcast of
all 12 games on:



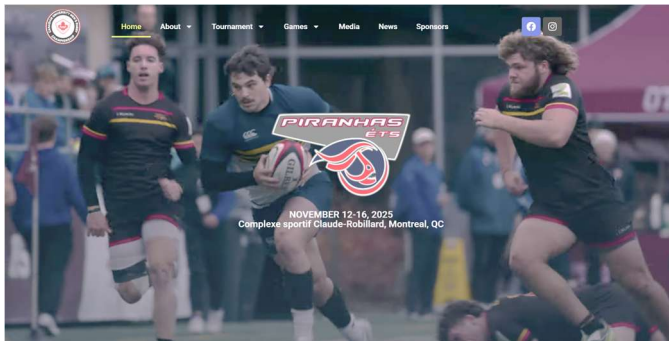
Over 20k views per year



2.4k followers
70k+ reach



3,8k followers
200k+ reach



Comprehensive Championship
Website

www.cumrc.com



Comprehensive Social Media Content





SPONSOR BENEFITS

Outlined below are the sponsorship levels and the corresponding benefits at each tier. All packages can be further tailored, if required, to align with your company's level of support and specific needs. All sponsors, regardless of level, will receive the following benefits:

MARKETING AND MEDIA	
WEBSITE	• Partner Logo featured on tournament website
STREAMING	
WEBCAST	• Partner name mention when listing all CUMRC sponsors during live stream

TITLE SPONSOR - \$15,000

HOSPITALITY AND TICKETING	
EXPERIENCE	<ul style="list-style-type: none"> • Eight (8) Accreditation weekend passes • VIP lounge for game-time snacks & drinks
MARKETING AND MEDIA	
PROMOTION	<ul style="list-style-type: none"> • Partner name or logo included in all event marketing materials, where space permits • Press Release featured on tournament website • Minimum two (2) social media posts uniquely promoting the partnership
MATCH DAY	
IN-STADIUM	<ul style="list-style-type: none"> • Partner Logo on A-frame pitch side & Partner logo included in stadium promotional materials • 10'x10' Activation Space on site to engage with attendees • Three (3) customized PA announcements per game day
STREAMING	
WEBCAST	<ul style="list-style-type: none"> • Six (6) customized webcast announcements per game day (2 per game) • Commercial broadcast spot (streaming partner dependent) • Title Sponsor featured for all full tournament name mentions

PRESENTING SPONSOR - \$7,500

HOSPITALITY AND TICKETING	
EXPERIENCE	<ul style="list-style-type: none"> • Four (4) Accreditation weekend passes • VIP lounge for game time snacks & drinks
MARKETING AND MEDIA	
PROMOTION	<ul style="list-style-type: none"> • Partner name or logo included in all event marketing materials, where space permits • Press Release featured on tournament website • Minimum two (2) social media posts uniquely promoting the partnership
MATCH DAY	
IN-STADIUM	<ul style="list-style-type: none"> • Partner Logo on A-frame pitch side & Partner logo included in stadium promotional materials • Three (3) customized PA announcements per game day
STREAMING	
WEBCAST	<ul style="list-style-type: none"> • Three (3) customized webcast announcements per game day (1 per game) • Presenting Sponsor featured for all full tournament name mentions

Current Title and Presenting Sponsor remains through the end of 2025. 2026 available!

MAJOR SPONSOR - \$2,000 to \$10,000 CASH OR IN-KIND

This sponsorship category will be specifically tailored to align with your company's level of support and objectives, ensuring that your organization receives maximum value from the partnership.

BANQUET SPONSORSHIP - \$3,000

HOSPITALITY AND TICKETING	
EXPERIENCE	<ul style="list-style-type: none"> Two (2) Accreditation weekend passes VIP lounge for game-time snacks & drinks
MARKETING AND MEDIA	
PROMOTION	<ul style="list-style-type: none"> Minimum one (1) social media post uniquely promoting the partnership Logo integrated in Awards Banquet's visual identity with branded social media
AWARDS BANQUET	
IN-BANQUET	<ul style="list-style-type: none"> Partner Logo prominently featured at Awards Banquet with company signage Invitation to present awards in person at the Awards Banquet
STREAMING	
WEBCAST	<ul style="list-style-type: none"> 'Presented by' feature for all Award Banquet mentions

PLAYER OF THE GAME SPONSOR - \$2,000

HOSPITALITY AND TICKETING	
EXPERIENCE	<ul style="list-style-type: none"> Two (2) Accreditation weekend passes VIP lounge for game time snacks & drinks
MARKETING AND MEDIA	
PROMOTION	<ul style="list-style-type: none"> Partner logo on all Player of the Game social media posts
MATCH DAY	
IN-STADIUM	<ul style="list-style-type: none"> Branded ceremony at the end of each game (12 players per day) Invitation to present Player of the Game midfield at the conclusion of each game
STREAMING	
WEBCAST	<ul style="list-style-type: none"> 'Presented by' feature for all Player of the Game presentations

INDIVIDUAL GAME SPONSOR

Quarterfinals:

- Choose your team - \$1000/game

Semifinals:

- Consolation - \$500
- Championship - \$1,000

Finals

- 5th & 7th place - \$500/game
- Bronze medal - \$1000
- Championship - \$1,500

HOSPITALITY AND TICKETING	
EXPERIENCE	<ul style="list-style-type: none"> Two (2) Accreditation sponsored game passes VIP lounge for game time snacks & drinks
MARKETING AND MEDIA	
PROMOTION	<ul style="list-style-type: none"> Partner logo featured on social media posts relating to sponsored game Your company name mentioned in stadium as "This game is brought to you by [YOUR COMPANY / YOUR CLUB]"
IN-STADIUM & STREAMING	
GAME DAY	<ul style="list-style-type: none"> Opportunity for a company representative to deliver the game ball at kick-off Your company name mentioned at least two (2) times during the webcast



ALL STAR TEAM SPONSOR - \$1,000 1st Team | \$500 2nd Team

HOSPITALITY AND TICKETING	
EXPERIENCE	<ul style="list-style-type: none"> Two (2) Accreditation weekend passes VIP lounge for game-time snacks & drinks
MARKETING AND MEDIA	
PROMOTION	<ul style="list-style-type: none"> Partner logo integrated into All-Star Teams visual identity and social media posts
IN-STADIUM & STREAMING	
MATCH DAY	<ul style="list-style-type: none"> Branded announcement at the end of the tournament (15 players per team) Invite to present All Stars midfield at the conclusion of the tournament

MAJOR INDIVIDUAL AWARD SPONSOR

Major Season Awards - \$150/award

- Player of the Year
- Forward of the Year
- Back of the Year
- Coach of the Year

Major Tournament Awards - \$250/award

- Player of the Tournament
- Coach of the Tournament

MARKETING AND MEDIA		Season	Tournament
PROMOTION	<ul style="list-style-type: none"> Partner logo on all Major Awards social media posts 	✓	✓
MATCH DAY			
IN-STADIUM	<ul style="list-style-type: none"> Branded ceremony at the end of the Tournament 		✓
STREAMING			
WEBCAST	<ul style="list-style-type: none"> 'Presented by' feature for all Season Award winners throughout the Tournament 'Presented by' feature for all Major Tournament presentations 	✓	✓



2024 SPONSOR HIERARCHY



Championship Logo



Event Branding



Event Logo



Title Sponsor



Presenting Sponsor



Major Sponsors



Major Awards



Players of the Game



All Star Team



Tournament Balls



Individual Game sponsors



Host University



Host Funding Partners

Additional Sponsors: CRF University Rugby Supporters Major Fund Donors

Rick Bourne | Jeff Chan | Roger Gay & Chris Lasher | Andrew Purdey | Mike Holmes | Bill Webb | Dave Lougheed



For more information or for a personalised proposal:

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THANK YOU!



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